



## **Healthy Families 2001 Media Campaign: Real Guidelines for Real People**



## Authors

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## Funding Source

- **Eat Right Montana Coalition**
- **2000 USDA Team Nutrition Training Grant awarded to the Montana Office of Public Instruction**

# TEAM Nutrition



## EAT RIGHT MONTANA

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*A coalition promoting healthy eating and active lifestyles*

Katie Bark, RD



## EAT RIGHT MONTANA

**Non-profit  
statewide  
coalition of  
nutrition and  
health  
professionals**





## **A Coalition Promoting Healthy Eating and Active Lifestyles**

### **Past Activities Include:**

- **Nutrition Poster Contest (Elem.)**
- **Five A Day Bingo Game**
- **Five a Day Mini-Grant Program**

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## **Eat Right Montana Coalition Members**

- **MT Dept. of Health & Human Services**
- **MSU Extension Service**
- **Food Stamp Nutrition Education Program**
- **Girl Scouts of Big Sky**
- **Office of Public Instruction**
- **Expanded Food & Nutrition Education Program**
- **Blue Cross/Blue Shield of MT**
- **Montana Beef Council**



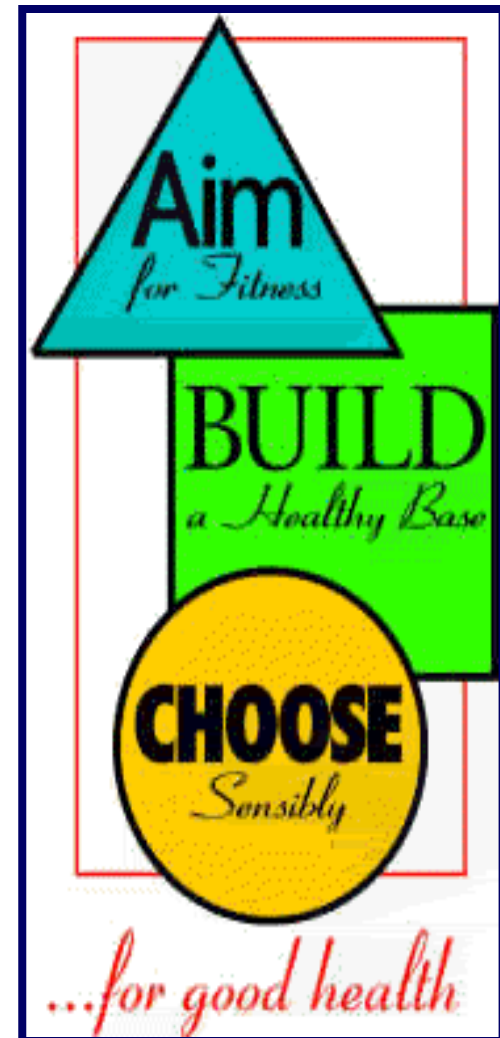
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**2001**

## ***Healthy Families Real Guidelines for Real People***

- **12 Month Campaign**
- **2000 *Dietary Guidelines for Americans***



Katie Bark, RD



## Purpose

**Reach Montana families  
with accurate, up-to-date,  
and SIMPLE nutrition  
recommendations**



## Goal

- **Make Nutrition Easy and Simple**
- **Make Nutrition Positive and Practical**
- **Teach Balance**
- **Make Eating Well & Staying Active FUN!**

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## Each Packet includes:

- **Press Release**
- **List of Factoids**
- **1-2 Nutrition/Fitness Handouts**

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## Real Guidelines for Real Americans

- **The New Dietary Guidelines**
- **Be Physically Active Each Day**
- **Choose a Variety of Grains**
- **Keep Food Safe to Eat**
- **Making Sensible Sugar Choices**
- **Making Sensible Beverage Choices**
- **Aim for a Healthy Weight**
- **Let the Pyramid Guide Your Choices**
- **Choose a Variety of Fruits and Vegetables**
- **Making Sensible Fat Choices**
- **Making Sensible Sodium Choices**
- **Year Round Health**



## Distribution

- **150 Media Outlets**
- **State and Local Nutrition Programs/Associations**
- **300 School Superintendents**
- **Industry Partners**





## Successful Media Examples

- **Monthly article in Billings Gazette Newspaper**
- **Monthly article in various Montana weekly newspapers (Meagher Co. News)**
- **Frequently included in school parent newsletter**
- **Basis for monthly television story on NBC affiliate in Bozeman**
- **Handout distribution to clients in city/county Nutrition program offices (WIC, EFNEP, FSNEP)**





## Distribution Methods

- **Electronic distribution. Join list - [EatRightMT2000@aol.com](mailto:EatRightMT2000@aol.com)**
- **U.S. Mail Service**





## Evaluation Distribution Data

- **156,000 (duplicated) households exposed to the campaign materials from media outlets are reached per month.**
- **Individuals in 49 states, Washington D.C., Puerto Rico, Australia, the Bahamas, Canada, & New Zealand receive monthly packets**

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- **Accurate and Reliable**
- **Affordable**
- **Accessible**
- **Adaptable for Many Uses**

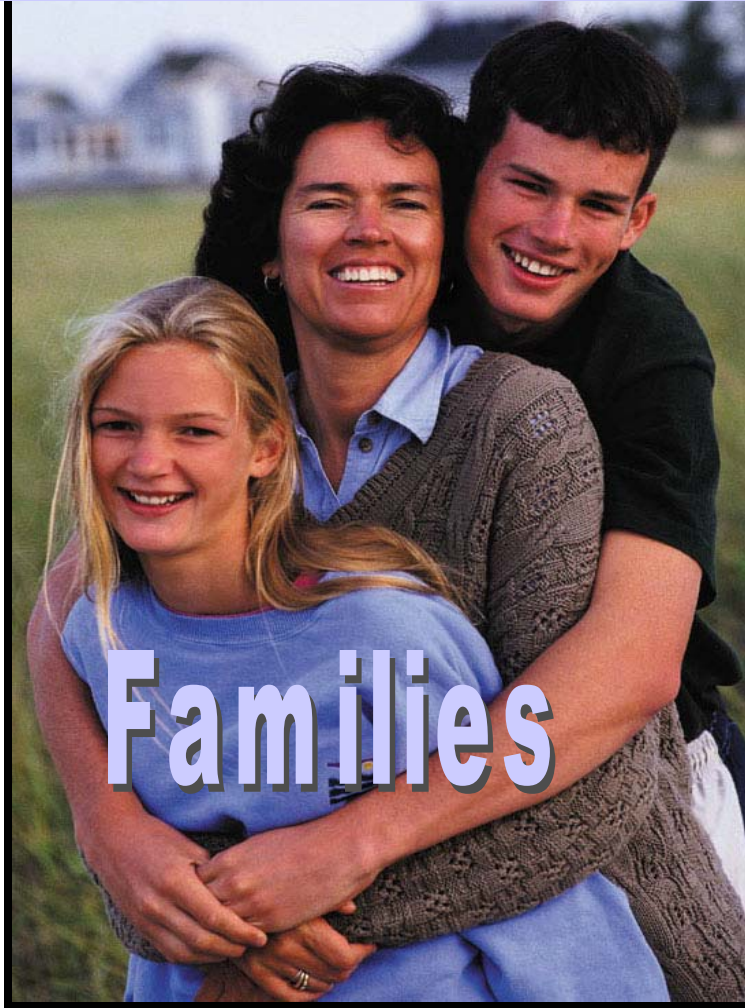




## On-Going Feedback

- **"These materials each month are so well done!! " Dietitian, Butte MT**
- **"It is very useful for our Food Stamp Nutrition Education classes." Ext. Educator, Calvert Co. MD**
- **"I send it out to 800 people at once (city/county employees & city council.) I have gotten nothing but positive feedback" Health Professional, Grand Forks, ND**

# Who Benefits?



**Families**



**Administrators**



**Teachers**

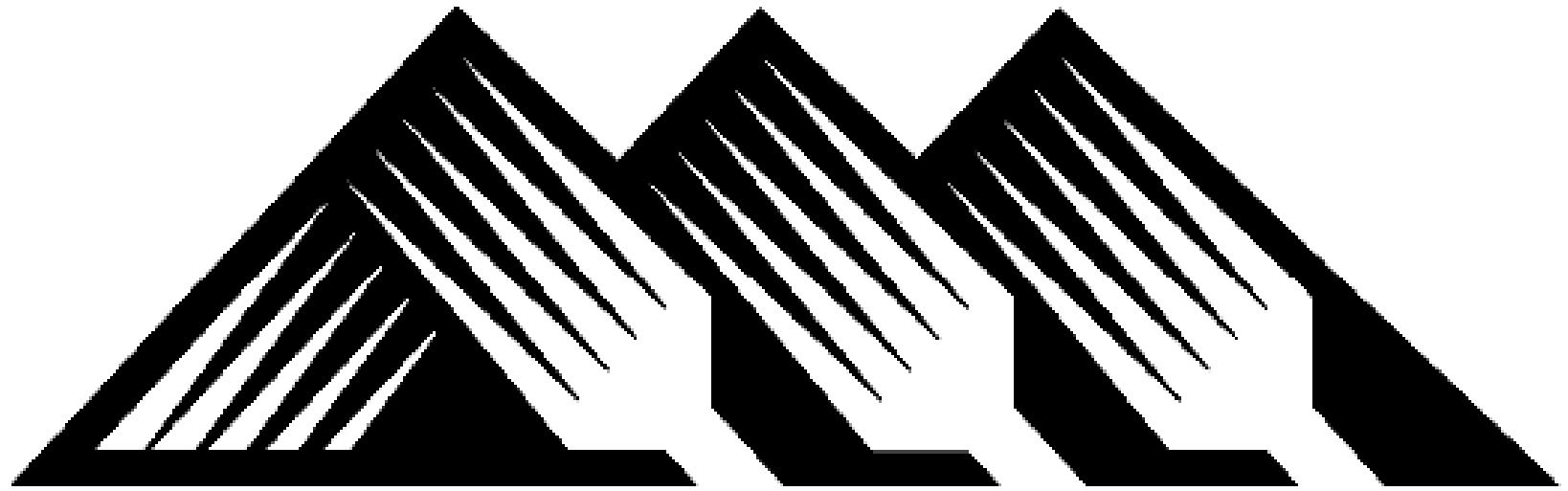


## Successful Nutrition-Education Media Project





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## **1999-2003 Healthy Families Packets on Web in PDF format**

[www.montanadieteticassociation.org/  
promo.html](http://www.montanadieteticassociation.org/promo.html)



## 2003 Healthy Families Campaign

Fit & Healthy, Anytime, Anywhere:  
Taking charge of your eating &  
your life

Email: [EatRightMT2000@aol.com](mailto:EatRightMT2000@aol.com)



# TEAM Nutrition



## For More Information

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